

DxCG Case Study

The Challenge:

DxCG, the USA's leading provider of health care risk models, was using structured actuarial data analysis to help identify business risks and determine the best ways to improve profitability. Although these programs were able to identify the high risk policy holders with some accuracy, many were slipping through and providing too much exposure.

DxCG needed a better solution to predict which customers would be in the top 1/2% of the highest cost policy holders for the coming year.

The Result:

DxCG partnered with ATi to improve accuracy in the reporting and identification of risk. The ATi solution provided actionable data and detailed reports, enabling DxCG to dramatically reduce their risk. By creating profiles of the enrollees most likely to be high cost and using this profile to identify policy holders that fit this criteria, ATi empowered DxCG senior management to make key decisions with 66% better accuracy, directly impacting the bottom line. Net Savings—\$11 million!

Turning data into Intelligent InformationSM, DxCG realized a significant drop in costs as a result of the reduced risk and predictability. Taking advantage of ATi's analysis, DxCG benefited from a multi-million dollar impact in improved business performance and gained unique and powerful insight into the behaviors of their best customers.

ATi combines the power of science with human insight to create dynamic, up-to-date consumer profiles and consumer behavior predictions. ATi's proprietary technology uses your internal CRM data, enriched by our extensive external databases, to provide real-time reports and analysis. ATi provides meaningful understanding through complete and comprehensive profiles of your customers.

Client:

DxCG

The Challenge:

Predict Customer Risk

The Result:66% Improvement of Risk
Identification Accuracy**The Solution:**ATi Analytics Accurately
Identifies High Risk**The ATi Advantage**

Data Driven

Technology

Analytics

Results

Call us to learn how we can help improve your ability to manage risk and predict behaviors through Intelligent InformationSM — it's the ATi Advantage!



Adaptive Technologies Inc.
4530 East Shea Boulevard,
Suite 130
Phoenix, Arizona 85028
Office: 602.923.4200
www.adaptiveinc.com

DxCG Case Study

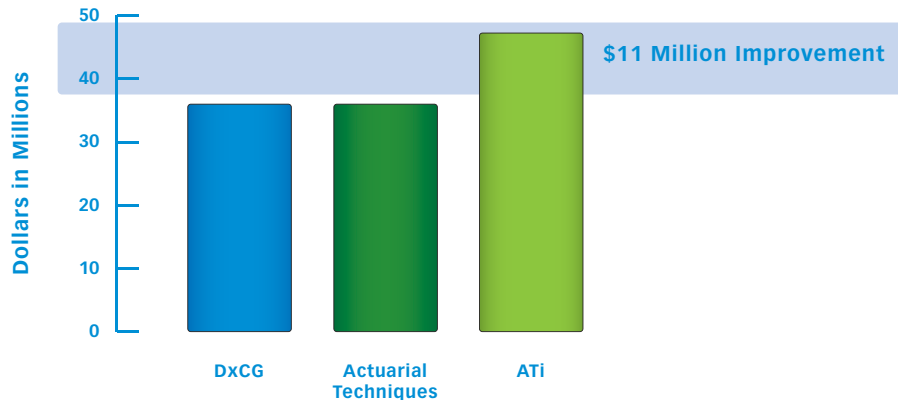
The Solution:

Applying ATi technology and analytics solutions, the output of Intelligent InformationSM greatly reduced the risk of making expensive mistakes.

In just 8 weeks, ATi reviewed data from over 90,000 privately insured DxCG individuals and provided analytic reports with actionable insights. The ATi solutions use proprietary analytic and technology that included complex scientific modeling of real-time assessment which identified the enrollees that were most likely to be in the top 1/2% of greatest risk.

In comparison to other methods used, ATi provided an improvement of 66% in accuracy of risky policy holder identification. Most importantly, ATi's predictive analytics solutions were able to provide actionable results to identify ways to reduce resources and costs by eliminating "false positives" - providing an impressive \$11 million savings through accurate information for decision-making.

Results of savings from a sample of 90,104 privately insured individuals. Prediction of year 2001 costs based on year 2000 costs and conditions.



Adaptive Technologies, Inc., (ATi) helps business leaders make better decisions. We provide organizations with tailored business intelligence and advanced predictive analytics solutions turning cross-enterprise data into intelligent, actionable information. We empower leaders with Intelligent InformationSM that improves performance, reduces costs and optimizes relationships. ATi helps you **Decide. With Confidence.**

Call us to learn how we can help improve your ability to manage risk and predict behaviors through Intelligent InformationSM!